

Parkergrams

Eight pages of bases in full color
Cataloging entire Desk Set line.

Published by the
Sales Promotion Department

The Parker Pen Company
Janesville, Wisconsin

August 26, 1935

1935

Number 3



A SUGGESTED ARRANGEMENT FOR A WINDOW DISPLAY
Using The New Vacumatic Action Display
Described on Page 2

New Parker Action Display

Experiments show that this beautiful motorless motion display will interest ten times as many people in buying a Parker Pen from you as will a "still" display.

If our representative has not yet demonstrated this display, write us at once to find out how you can easily obtain it.

Parker's
MIRACLE PEN
writes two ways

102% More Ink

VISIBLE Ink Supply

Parker
VACUMATIC
GUARANTEED MECHANICALLY PERFECT

Exclusive style in Laminated Pearl

A new high in **STYLE** and **INK CAPACITY**

A new star in **BEAUTY** and **PERFORMANCE**

Large VACUMATIC Display No. 974-A.
Vacumatic animated display. Center Panel, size 28x37". Two side shelves and a price easel. Lithographed in ten colors.

Parker's
MIRACLE PEN
writes two ways

102% More Ink

VISIBLE Ink Supply

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VACUMATIC
GUARANTEED MECHANICALLY PERFECT

Exclusive style in Laminated Pearl

A new high in **STYLE** and **INK CAPACITY**

A new star in **BEAUTY** and **PERFORMANCE**

SCHOOL OPENING IS THE TIME TO START THIS MARVELOUS SALES-MAKING DISPLAY

YOU CAN USE IT AGAIN AND AGAIN THROUGHOUT THE BIG FALL PEN SELLING SEASON

Exclusive style in Laminated Pearl

Medium VACUMATIC Display No. 974-B

Same as above except smaller. Center Panel size 14x18½". It has the same motion principle as the big display.

Small VACUMATIC Display No. 974-C

Same as display No. 974-B, but without motion. An attractive display for those spots where motion displays cannot be used.

Parker's Fall Advertising Program

Do you know that your Parker stock receives more advertising support than any two other pen lines COMBINED!

As pen advertising goes, so go Pen Sales. And because of Parker's more powerful and bigger advertising campaign, sales of the Vacuumatic Pen have increased every month this year over the corresponding months of last year in the U. S. A. as well as in 98 foreign countries.

Parker's Magazine and Newspaper advertising in the past 11 years has amounted to practically DOUBLE that of ANY other pen company in the world—has, in fact, amounted to 35% of the combined total sum expended by ALL pen companies.

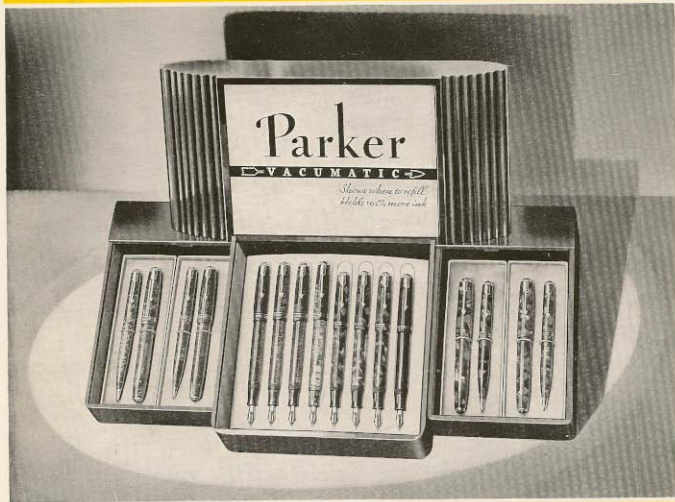
From Mass to Class, from Breadwinner to Banker, every day until Christmas, Parker's Advertising this fall again commands the attention of every family in America.

PARKER ADVERTISING	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
159 NEWSPAPERS				
13 MAGAZINES				
Saturday Evening Post (Each issue dated 4 days later)	24	22	19	17
Collier's (Each issue dated 8 days later)	6	4	1	30
Redbook (Each issue dated month following)	5		5	
Good Housekeeping (Each issue dated month following)			25	
American Magazine (Each issue dated month following)	15		15	
New Yorker (Each issue dated 2 days later)			28	12
National Geographic		1		1
American Weekly	1			8
Esquire (Each issue dated month following)			15	
Fortune				1
Literary Digest		19		7
Time (Each issue dated 3 days later)			8	6
Sales Management	15	10	15	15
209 COLLEGE PAPERS				

On the following pages are illustrated new Parker Merchandising helps which enable the Parker dealer to cash in on the demand created by Parker Advertising and aid in obtaining quick turnover and big profits.

An Utterly New Idea in Counter Display

De Luxe Bakelite Case with *Electric Flasher* Smart—Dignified—Practical



A complete pen department in itself and handsome enough for the finest jewelry store, stationery, department, drug store, or gift shop.

This moderne case is molded of Bakelite, a smart application of a fashionable material, never before employed for this purpose—created by one of America's foremost designers. Case is equipped with an electric flasher, which illuminates both the background and the pens.

The case visualizes these 5 features which are the foundations for the success of the Vacumatic:

1. 102% More Ink Capacity.
2. Visible Ink Supply.
3. 2-Way Point . . . No Adjustment.
4. A New Star in Style and Beauty.
5. Guaranteed Mechanically Perfect.

The center tray is made of translucent Plaskon so that the light shows through the transparent laminations of the pens in this tray.

The two side compartments contain the pen and pencil sets fitted in the lids of Gift Boxes.

Trays are glass enclosed, preventing theft, but can cleverly be removed from the rear by your salespeople when demonstrating Pens and Pencils to customers.

The size of the case is 17x8 1/2x8". Net weight is 6 lbs., gross weight, 11 lbs.

There is one pen in each of the four colors: Silver, Burgundy, Emerald and Black in both the laminated and the Junior Series.

Each color Vacumatic Pen is supplied with a different point so that not only four different colors but also four different pen points can be demonstrated.

The assortment of Bakelite Case Deal No. 970 consists of:

4 Laminated Vacumatic Pens	@ \$ 7.50	\$30.00
4 Junior Vacumatic Pens	@ 5.00	20.00
2 Laminated Vacumatic Sets	@ 11.00	22.00
2 Junior Vacumatic Sets	@ 7.50	15.00
Bakelite Case No. 970		7.50

94.50

37.50

Less 40% Discount

Net

\$56.70

Here's the Finest, Smartest Gift Case That Ever Held a Pen and Pencil Set

And Parker Gives it Absolutely *FREE* (no hidden charge)
with the Laminated Vacumatic Duetto Pen and Pencil

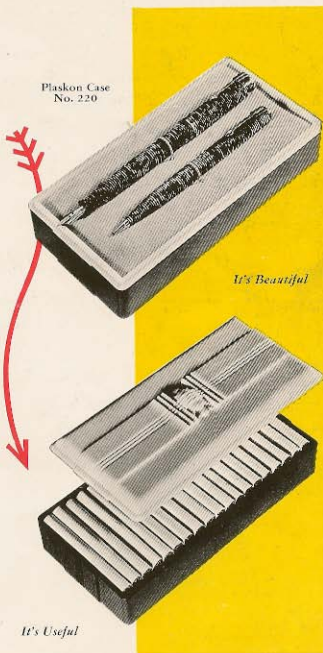
Giving this most attractive and permanent Plaskon Utility Case with Parker Laminated Vacumatic Sets is an innovation that doubles the charm of this famous gift pair.

When Pen and Pencil have been removed, the owner will find the Plaskon Utility Case ever so handy for cigarettes; or on a lady's dressing table, for bobby pins, hairpins, etc. Shipped in two designs—in Brown with Ivory colored combination—thoroughly durable—mighty useful, and very swank.

Perhaps 95% of all Sets sold during the School and Holiday Season are purchased for gift purposes. For that reason an outstandingly fine gift package will influence many sales of Vacumatic Sets.

No hidden charge for this gift box. It is supplied absolutely *FREE*.

Plaskon Case
No. 220



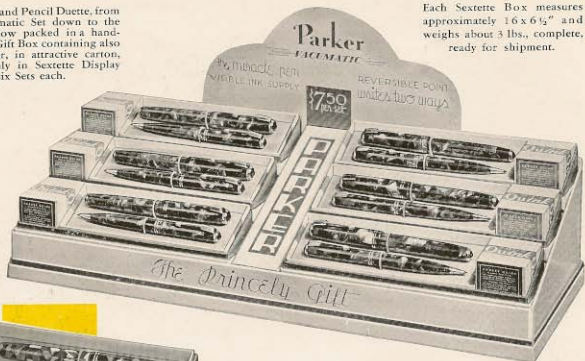
It's Beautiful

It's Useful

New Sextette Assortments Include Quink

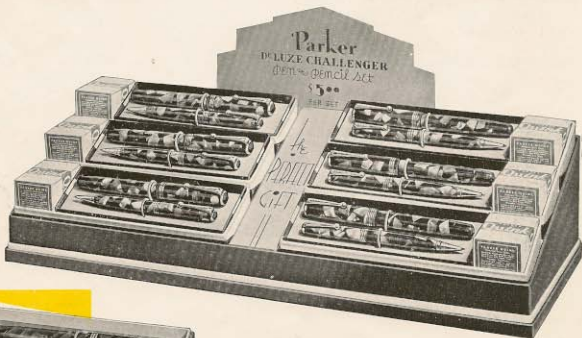
Each Parker Pen and Pencil Duette, from the \$7.50 Vacumatic Set down to the Parkette Set, is now packed in a handsome Ensemble Gift Box containing also a Quink Sampler, in attractive carton, FREE. Sold only in Sextette Display Assortments of six Sets each.

Each Sextette Box measures approximately 16 x 6 1/2" and weighs about 3 lbs., complete, ready for shipment.



Vacumatic Set Box No. 219
Color: Cream and Gold.

Sextette Assortment No. 1219
Contains 6 Junior Vacumatic Sets @
\$7.50, total list \$45.00, less discount.



Challenger DeLuxe Set
Box No. 218
Color: Cream and Maroon.

Sextette Assortment No. 1218
Contains 6 Parker DeLuxe Challenger
Sets at \$5, total list \$30, less discount.

Sampler in Every Individual Set Box

This innovation costs Parker thousands of dollars extra — cost you nothing — but will give added eye value and extra intrinsic value to Parker Sets — create thousands of new Quink users — insure complete satisfaction in the use of the pen you sell.



Challenger Set Box No. 314
Color: Green, Red and Silver.

Sextette Assortment No. 1314
Contains 6 Parker Challenger Sets @
\$3.75, total list \$22.50, less discount.



Parquette DeLuxe Set box
No. 214 DL
Color: Blue and Cream.

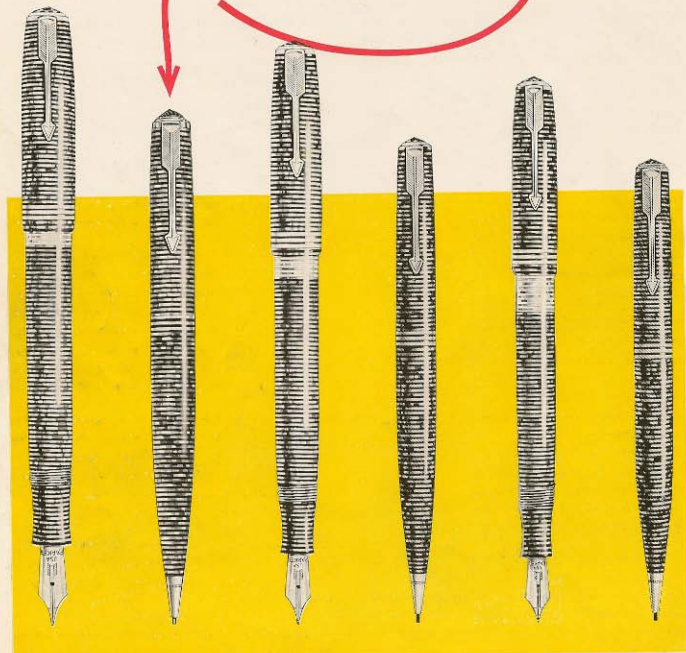


Parquette Set Box
No. 214
Color: Blue and Cream.

Combination Packing of six sets in the handsome Sextette Display Box adds to the general appeal of merchandise, and helps to raise the unit sale by stimulating the sale of a Pen and Pencil Set instead of a Pen alone. An investigation of our past Quink Sampling campaign has brought out the fact that 78% of people who have received samples have later purchased Quink.

New Laminated Oversize Pencil

List Price \$5.00
to Match \$10.00 Oversize
Pen



	Oversize Pen	Oversize Pencil	Standard Pen	Standard Pencil	Slender Pen	Slender Pencil
List Price	\$10.00	\$5.00	\$7.50	\$3.50	\$7.50	\$3.50
Laminated Black	19	519	17	517	15	515
Silver Pearl	39	539	37	537	35	535
Burgundy Pearl	49	549	47	547	45	545
Emerald Pearl	59	559	57	557	55	555

Parker 1935 Desk Set Line

8 Pages of Beautiful New Desk Sets—All *Original* Parker Creations at Positively Unbeatable Prices

On the following eight pages, the entire new 1935-36 line of Parker Desk Sets is illustrated in full colors.

At NO extra cost for pens or pencils, you can carry an adequate assortment of Desk Sets, because Parker Pens and Pencils from your regular stock are quickly converted to Desk Pens by merely screwing on a taper. Any pocket Parker Pen or Pencil may be fitted to any Parker Base. You need not buy special Desk Set Pens.

If your customer prefers a pen other than the one you show in a Parker Base—the change of color, size or point may be made from your regular stock of pocket pens and pencils. Thus, you are able to offer an almost unlimited assortment of Desk Set Combinations.

Parker Desk Sets now rank high above the field in beauty and utility. Not only are they made of rich materials—Italian marble, Pedrera onyx, green Brazil onyx, black Vitrolite, enameled Metal, and Laminated Glass—but many now make their appearance in aristocratic styles, with gilt and silvered frames of the most artistic periods in the world's history. Others are mounted with moderne Clocks, Lamps, Blotters, Cigarette Boxes, Picture Frames, etc.

The Parker patented Ball and Socket action permits the pens to lie flat, remain upright, or tilt in any direction. The air-tight socket-bowl keeps the pen point moist and ready to write the instant the point touches the paper.

All bases (without pens) from \$1.00 to \$2.50 list price are supplied without tapers. If tapers are desired, beaded tapers will be supplied at 25c list extra. All bases at \$4.00 list price and over are furnished

with tapers. The list prices shown are for base with socket and taper only, without pen.

Orders for bases should specify the size socket wanted: Oversize Sockets for Oversize Vacumatics only. Standard Sockets for Standard Vacumatics, Junior Vacumatics, or Standard Challengers. Lady Sockets for Slender Vacumatics, Juniorette Vacumatics, and Slender Challengers.



To change your Parker Pen to a Desk Pen—



Remove the pocket clip.



Substitute the tapered tip (free with desk base).



Use your favorite pocket pen as desk pen.

Orders for double bases should specify not only the size of the socket, but also whether wanted for *two Pens* or for *Pen and Pencil*.

Fundamentally a fountain pen is a convenient means of carrying a supply of ink ready for instant writing. Likewise, a desk base, from the practical standpoint, is a convenience for parking your pen or pencil in position to respond to hundreds of daily uses.

Fountain pens and mechanical pencils are necessities. So are desk sets in the office, factory, and in the home. It is time to stop thinking about them as luxury or semi-luxury articles for the gift market only.

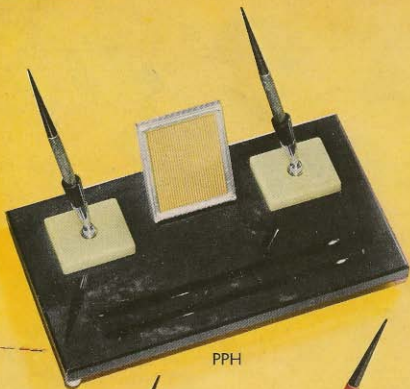
The Parker desk set line is more complete for this Fall than ever before in our history. There are more models representing better values at prices ranging from \$1.25 to \$60.00.

Desk sets offer an unparalleled opportunity to increase the unit sale. Many dealers will increase their pen department volume 25 to 50 per cent between now and Christmas by sales of desk sets alone.

Will you get your share?

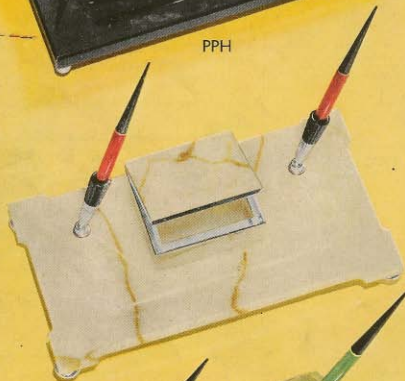
Parker

DESK SETS



PPH

Model PPH
Black Onyx
With White Onyx Squares
and Picture Stand
Size 14 x 8"
Price \$37.50



DDO

Model DDO
Pedrera Onyx
with Cigarette Box
Size 13 x 7"
Price \$30.00

Model DDM (not shown)
Same as above
but Italian Marble
Price \$55.00



PPG
WITH FRAME

Model DDG (not shown)
Same as above
but Green Onyx
Price \$60.00

Model PPG with Gold frame
Green Onyx with two scoops
Size 12½ x 7"
Price \$40.00

Prices also for base only; pens extra

Parker

DESK SETS

Model NY with frame
Yellow Brocatelle
Size 4½ x 3¼"
Price \$6.50

Model NB with frame
Violet Brocatelle
Size 4½ x 3¼"
Price \$6.50

Model NM with frame (not shown)
Same as above
but Italian Marble
Price \$6.50

Model NG with frame (not shown)
Same as above
but Green Onyx
Price \$7.50

Model FFG with frame
Green Onyx
Size 12 x 6"
Price \$27.50

Model FFG (not shown)
Same as above
but without frame
Price \$25.00

Model FFM
Italian Marble
Size 12 x 6"
Price \$20.00

Model FFM with frame (not shown)
Same as above
but with frame
Price \$22.50

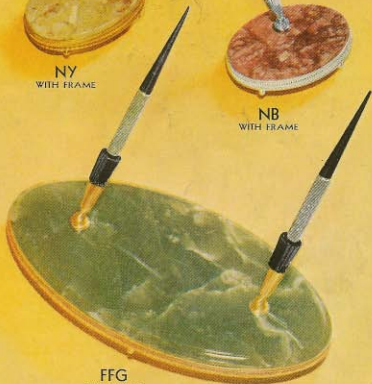
Prices are for base only; pens extra.



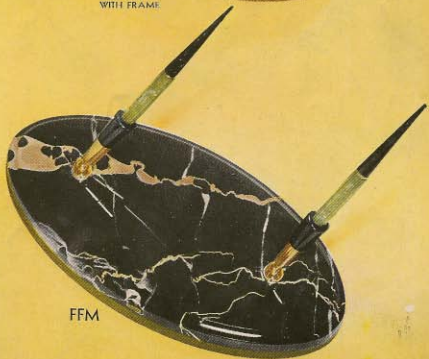
NY
WITH FRAME



NB
WITH FRAME



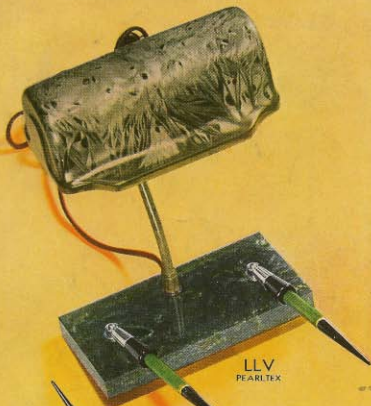
FFG
WITH FRAME



FFM

Parker

DESK SETS



Model LLV—Pearllex
Verde Green Marble, Pearllex Lamp
Size 8 x 4"
Price \$10.00

Model LLV—Black & Chrome (not shown)
Same as above
but with Black & Chrome Lamp
Price \$10.00

Model LLR (not shown)
Same as above
but Red St. Albans Marble,
Bronze Lamp
Price \$10.00

Model CCD—Ivory
Die Cast Metal, Ivory and Chrome
with Westlox clock
Size 7 1/4 x 2 1/2"
Price \$10.00

Model CCD—Black (not shown)
Same as above
but Black and Chrome
Price \$10.00

Model CD—Black (not shown)
Same as above
but with one socket
Price \$9.00

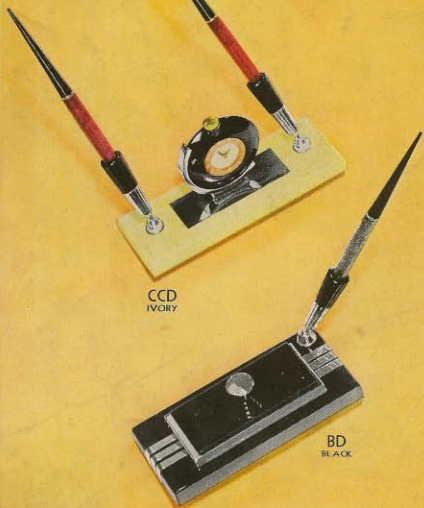
Model CD—Ivory (not shown)
Same as above
but Ivory and Chrome
Price \$9.00

Model BD—Black
Die Cast Metal, Blotter, Black and Chrome
Size 6 1/2 x 3"
Price \$5.00

Model BD—Ivory (not shown)
Same as above
but Ivory and Chrome
Price \$5.00

Model BBD—Ivory (not shown)
Same as above
but with two sockets
Price \$6.00

Model BBD—Black (not shown)
Same as above
but Black and Chrome
Price \$6.00



Prices are for base only; pens extra

Parker

DESK SETS

Model OOM with frame

Italian Marble
Size 7½ x 4¾"
Price \$10.00

Model OM with frame (not shown)

Same as above
but with one socket
Price \$9.00

Model OB with frame

Violet Brocatelle
Size 7½ x 4¾"
Price \$9.00

Model OOB with frame (not shown)

Same as above
but with two sockets
Price \$10.00

Model OOOY with frame

Yellow Brocatelle
Size 7½ x 4¾"
Price \$10.00

Model OY with frame (not shown)

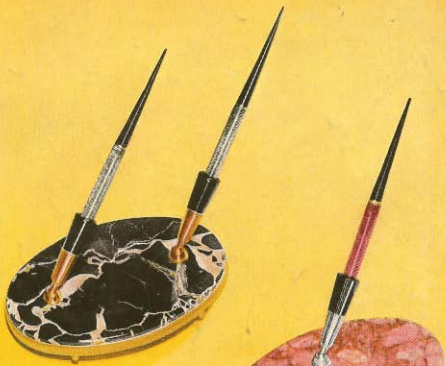
Same as above
but with one socket
Price \$9.00

Model OG with frame

Green Onyx
Size 7½ x 4¾"
Price \$11.50

Model OOG with frame (not shown)

Same as above
but with two sockets
Price \$12.50



OOM
WITH FRAME

OB
WITH FRAME



OOY
WITH FRAME



OG
WITH FRAME

Prices are for base only - pens extra

Parker

DESK SETS



AAA

Model AAA

Glass, Gun Metal Mirror, Scoop
Size 7 x 3½"
Price \$7.50

Model ZA

Glass, Gun Metal Mirror, Triangular
Size 4½ x 4"
Price \$5.00

Model A

Black Glass
Size 6 x 3½"
Price \$5.00

Model K (not shown)

Black Glass
Same as Model A, but size 4 x 3½"
Price \$4.00

Model AA (not shown)

Black Glass
Same as Model A, but two sockets
Price \$6.00

Model AAL—Silver

Glass, laminated Silver Pearl
Size 7 x 3"
Price \$7.50

Model AAL—Burgundy (not shown)

Same as above
but Burgundy
Price \$7.50

Model AAL—Emerald (not shown)

Same as above
but Emerald
Price \$7.50

Model KL—Burgundy

Glass, Laminated Burgundy
Size 4 x 3½"
Price \$5.00

Model KL—Emerald

Same as above
but Emerald
Price \$5.00

Model KL—Silver (not shown)

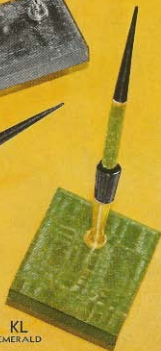
Same as above
but Silver Pearl
Price \$5.00



AAL
SILVER



KL
BURGUNDY



KL
EMERALD

Prices are for base only; pens extra

Parker

DESK SETS

Model AM with frame

Italian Marble
Size 6 x 3 $\frac{3}{4}$ "
Price \$7.50

Model AAM with frame (not shown)

Same as above
but with two sockets
Price \$8.50

Model AAM (not shown)

Same as above
but without frame
Price \$6.00

Model AM (not shown)

Same as above
but with one socket
Price \$5.00

Model AAG with frame

Green Onyx
Size 6 x 3 $\frac{3}{4}$ "
Price \$10.00

Model AG with frame (not shown)

Same as above
but with one socket
Price \$9.00

Model AG (not shown)

Same as above
but without frame
Price \$6.50

Model AAG (not shown)

Same as above
but with two sockets
Price \$7.50

Model AO

Pedraera Onyx
Size 6 x 3 $\frac{3}{4}$ "
Price \$5.00

Model AAO (not shown)

Same as above
but with two sockets
Price \$6.00

Model AAY with frame

Yellow Brocatelle
Size 6 x 3 $\frac{3}{4}$ "
Price \$8.50

Model AY with frame (not shown)

Same as above
but with one socket
Price \$7.50

Model AB with frame

Violet Brocatelle
Size 6 x 3 $\frac{3}{4}$ "
Price \$7.50

Model AAB with frame (not shown)

Same as above
but with two sockets
Price \$8.50

Prices are for base only; pens extra



AM
WITH FRAME



AAG
WITH FRAME



AO



AAY
WITH FRAME



AB
WITH FRAME

Parker

DESK SETS



KB
WITH FRAME



KY
WITH FRAME



KM
WITH FRAME



TG



KO



KS



KX



KZ

Model KB with frame
Violet Brocatelle
Size 4 x 3½"
Price \$6.00

Model KB (not shown)
Same as above
but without frame
Price \$4.00

Model KY with frame
Yellow Brocatelle
Size 4 x 3½"
Price \$6.00

Model KM with frame
Italian Marble
Size 4 x 3½"
Price \$6.00

Model KM (not shown)
Same as above
but without frame
Price \$4.00

Model KG (not shown)
Same as above
but Green Onyx
Price \$5.00

Model KG with frame (not shown)
Same as above
but with frame
Price \$7.00

Model TG
Green Onyx, Ash Tray, Scoop
Size 4½ x 4"
Price \$7.50

Model KO
Pedrara Onyx
Size 4 x 3½"
Price \$4.00

Model KS
Silver Gray Marble
Size 4 x 3½"
Price \$4.00

Model KX
Green & Black Onyx Combination
Size 4 x 3½"
Price \$7.50

Model KZ
Red and Black Onyx Combination
Size 4 x 3½"
Price \$7.50

Prices are for base only, pens extra

Parker

DESK SETS

Model GO

Pedraera Onyx
Size $3\frac{1}{2} \times 2\frac{1}{4}$ "
Price \$2.50

Model GM

Same as above
but Italian Marble
Price \$2.50

Model RM

Italian Marble
Size 3" diameter
Price \$2.50

Model RO

Same as above
but Pedraera Onyx
Price \$2.50

Model MQ—bright

Metal, Rectangular, bright finish
Size $5\frac{1}{2} \times 3\frac{1}{2}$ "
Price \$2.25

Model MQ—dull

Same as above
but dull finish
Price \$2.25

Model MS

Metal, Square, dull finish only
Size 3 x 3"
Price \$1.25

MODEL Q NOT AVAILABLE

Because of production difficulties
this model had to be withdrawn
after this catalog went to press.

Model MR—bright

Metal, round, bright finish
Size $3\frac{3}{8}$ " diameter
Price \$1.75

Note: Insert of MR Base made to
match laminated and mottled pens.

Model MR—dull

Same as above
but dull finish
Price \$1.75

Model SD—Ivory

Metal Die Cast, Ivory & Chrome
Size $3\frac{1}{2} \times 3\frac{1}{2}$ " Square
Price \$2.50

Model SD—Black

Same as above
but Black & Chrome
Price \$2.50

Model HD—Black

Metal Die Cast, Black & Chrome
Size $4\frac{1}{4} \times 3\frac{1}{2}$ " Half-round
Price \$1.75

Model HD—Ivory

Same as above
but Ivory & Chrome
Price \$1.75

GO

RM

MS

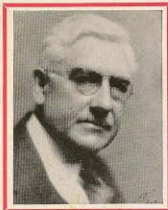
MQ
BRIGHT

Q

MR
DULL

SD
IVORY

HD
BLACK



From Mr. Parker's Pen

Perhaps it may seem a little peculiar to you that this company is manufacturing something other than fountain pens, pencils, desk sets and ink, but such is the case.

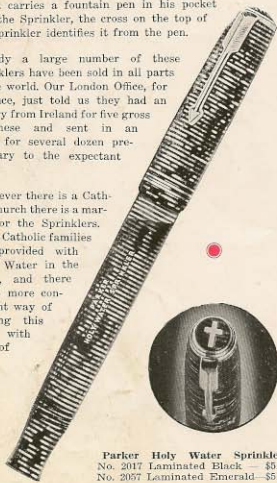
We have recently taken up the manufacture of a Holy Water Sprinkler. Catholics everywhere know well the use of the Holy Water Sprinkler.

These Holy Water Sprinklers are made so that they quite closely resemble the PARKER VACUMATIC fountain pen. They have, of course, no pen in them. They are semi-transparent so that the priest using one can see just how much Holy Water is in the barrel. They are very beautiful and can be carried in the pocket.

On the top of the cap is a gold cross, which makes it look somewhat ornamental and, at the same time, if the priest carries a fountain pen in his pocket with the Sprinkler, the cross on the top of the Sprinkler identifies it from the pen.

Already a large number of these Sprinklers have been sold in all parts of the world. Our London Office, for instance, just told us they had an inquiry from Ireland for five gross of these and sent in an order for several dozen preliminary to the expectant order.

Wherever there is a Catholic church there is a market for the Sprinklers. Many Catholic families are provided with Holy Water in the home, and there is no more convenient way of keeping this than with one of



Parker Holy Water Sprinkler
No. 2017 Laminated Black — \$5.00
No. 2057 Laminated Emerald—\$5.00

the Holy Water Sprinklers, so that the use of these Sprinklers is not confined solely to the priests.

May we suggest this thought—

A great many of the Sprinklers which are sold are sold as presents. The church societies like to give their favorite priest some little present and what finer or more appropriate gift could be given him than one of these beautiful Sprinklers and, especially so, if accompanied by a PARKER VACUMATIC so that the priest will then be provided with not only a Sprinkler but the highest type of fountain pen made—the PARKER VACUMATIC.

It's worth your while to devote a little of your selling energy to this new item. While the sale will not be large, yet whatever sales are made is just that much extra.

* * * *

Another new item is the Bridge Pencil with the New International Score. This is an absolute novelty.

We made somewhat of a try-out to see if there was any demand for this and almost before we knew it, our travelers had sent in orders for several thousand of them as the trade seem to recognize in this article something that would have a strong public demand, for Bridge is played everywhere.

They are very popularly priced and a present of a set of four of these to any hostess would be a delightful presentation.

* * * *

Not long since one of our representatives on the road, Mr. Lee P. Benton, wrote us in regard to a young man in his territory, in Humboldt, Iowa, who is doing some fine fountain pen selling.

Humboldt, Iowa, is a small town of only a little over 2,000 population. You would think under the circumstances that the opportunities for selling fountain pens and pencils in a town of this size would be somewhat limited, but the young man employed in the drug store in that town, Mr. Royal Bennett, did not think so.

Do you know what he did? He compiled a list of people whom he thought ought to buy a PARKER pen or pencil. Then he turned his thought batteries on these people and made them acquainted with PARKER pens.

When you learn what he accomplished, you may think that the returns were a little astonishing. From the first of November 1934 up to the first of May, this year, he sold at retail \$300.00 worth of PARKER products. This, please remember, was in a little town of only a little over 2,000 inhabitants.

The writer wishes to say he calls this a fine record.

The writer took the liberty of writing this young man, telling him that he was very much pleased with the record he had made and invited him to visit the factory. During his vacation a short time ago, he accepted our invitation.

We found Royal to be a bright, unassuming young chap and a regular interrogation mark for information. He went through the plant, saw how gold pens are made, how the pens are tipped with iridium, saw the gold melted in an electrical retort; he also went through the noisy Automatic Department. He expressed surprise at the big machines and so many of them used in making PARKER pens.

When he got through, he knew the interesting story of the manufacture of PARKER pens so that he could in turn pass it on to the customer.

The Parker Bridge Pencil and Scorekeeper

A new idea for the bridge fan — a little gold-mine for gift retailers.



This new bridge pencil is triangular so that it cannot roll off the table. It has a black barrel with a red ball end which holds a magazine with extra leads and an eraser.

On the three sides of the pencil appear the new international bridge rules with information, such as: honors, tricks, points, for ready reference. This lettering is etched in silver and cannot rub off.

Scorekeeper No. 2515
Price \$1.00 list each.
Price \$1.95 list for a pair
2515-2515 in gift box.

There is really quite a romance in connection with the making of fountain pens as you would see if you visited the plant—when you take into consideration that the iridium which is used on the point of the pen comes from far-off Tasmania or the Ural Mountains in Russia; the gold that is used in the pens comes from the bowels of the earth; the pyroxilin that is used in the holders represents one of the most highly specialized arts in the manufacturing business today.

Then Mr. Bennett visited the beautiful Parker Club House where so many young people of the big Parker family congregate noons and evenings—all like one large family.

It was worth considerable to Mr. Bennett to see the more than 700 people working in the plant, all busily engaged in producing PARKER products.

* * * *

If you visit the Parker Pen plant, the writer would be very pleased to have you visit his summer home wherein is installed some rather interesting Oriental objects which the writer has gathered in his pilgrimages about the world.

One, for instance, is a Buddhist Shinto Shrine such as they use in the Orient and the only one the writer has ever seen in the United States. Here it was that the Prince and Princess Svasti and Prince Arjuna of the Royal Siamese Party worshipped when they were guests of Mrs. Parker and the writer some three years ago.

These are only a few of a number of rather interesting Oriental carvings which are placed on the writer's estate in very similar arrangements to those found in China, Ceylon and India.

The Parker Pen plant recently has had some very interesting visitors and, incidentally, good customers.

One was Mr. W. McNevin of the Stationers Corporation of Los Angeles, California. Mr. McNevin was accompanied by his young son, Jack, and if ever there was a boy who enjoyed seeing interesting things in machinery, it was Jack. Incidentally, he was a fine, gentlemanly little chap.

Then there was Mr. J. J. Wiltrout of the Farnham Stationery & School Supply Company of Minneapolis, Minnesota, who was accompanied by his wife and daughter Syble. Likewise very pleasant visitors!

Then there was a Miss Jessie Backer of the Grimes-Strassforth Stationery Company of Los Angeles, California. It was, indeed, a pleasure to meet such a bright, wide-awake young woman as Miss Backer—exceptionally well informed, with the most pleasing personality.

Then again, there was Mr. Johnston who is the General Manager of Chandler's of Evanston, Illinois—a very good PARKER account, PARKER being their featured line. He was accompanied by Miss Thiede who operates the Pen Department at Chandler's.

We also had as a visitor here, Mr. Froelich of the Fountain Pen Shop of Los Angeles who is a co-partner in that establishment. He was accompanied by a jolly lot of his friends who were returning from the Elk's Convention at Columbus and, having traveled through the east and the lower part of Ontario, stopped at Janesville.

If you knew the pleasure it gave us to have such visitors, perhaps you would find time to come and see us yourself.

Two Popular Case Deals

for the Small Retailer with
Low-Priced Trade



Case Deal 938-K



Case Deal 1938

The two most popular deals for the small retailer. The case is made of 26 gauge-steel, lithographed in mahogany color, has three removable trays. The case measures 20 x 11 x 7", weighs 9 lbs. net, 16 lbs. gross.

Case Deal No. 938-K

8 Parkette Pens.....	\$1.25	\$10.00
2 Parkette Sets.....	1.95	3.90
8 Parkette DeLuxe Pens.....	1.75	14.00
2 Parkette DeLuxe Sets.....	2.95	5.90
6 Challenger Pens.....	2.50	15.00
2 Challenger Sets.....	3.75	7.50
Total Value of Deal 938-K List.....		\$56.30
Less 40% Discount.....		22.52
Net.....		33.78
Parker Case No. 938.....		5.00
2 Challenger Pens @ \$2.50 to offset cost of case.....		FREE
TOTAL NET.....		\$38.78

Case Deal No. 1938

6 Parkette Pens.....	\$1.25	\$ 7.50
2 Parkette DeLuxe Pens.....	1.75	3.50
6 Challenger Pens.....	2.50	15.00
2 DeLuxe Challenger Pens.....	3.50	7.00
1 Parkette Set.....	1.95	1.95
1 Parkette DeLuxe Set.....	2.95	2.95
1 Challenger Set.....	3.75	3.75
Total Value of Deal 1938 List.....		\$41.65
Less 40% Discount.....		16.66
Net.....		\$24.99
Parker Case No. 1938.....		5.00
1 DeLuxe Challenger Set @ \$5.00 to offset cost of case FREE		
Total Net.....		\$29.99